

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination KHOO ET AL.	
		Examiner Khanh H. Le	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	" An empirical analysis of the demand for commercial television advertising" by MASIH, RUMI, Applied Economics, 31, 2, 149(1), Feb. 1999, DIALOG(R) File 148, Record #10925691.
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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